

MAR 12 1945

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FRANCES HUGHES, *Editor*
44 WEST 52nd STREET

RUTH FINLEY, *Associate Editor*
NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 9, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	SPECIAL PRESENTATION: SUMMER MILLINERY Special presentation of a new collection of hats for summer wear. Millinery designed to be worn with new summer prints and sheer dresses. Contact: PL. 3-7030.	G. HOWARD HODGE	711 FIFTH AVENUE SALON
Just Opened	DUPLEX SHOP As an addition to her millinery and cosmetic salon, Madame Reine's new Duplex Shop will carry a stock of exclusive accessories, handbags, scarfs, ready-to-wear hats, neckties for men, and cosmetics. In celebration of the opening, Madame Reine is donating 10 percent of all her sales from March 7 to March 14 to the new U.S. Army Air Force Convalescent Hospital at Plattsburg, N. Y. Contact: PL. 3-0942.	MADAME REINE	4 EAST 57TH STREET
Now Showing- March 15	PARIS COUTURE OPENINGS Sounds like "business as usual" in Paris, where Couture Showings have been set by the following houses: Madeline Vramant; Maggy Rouff; Madeleine de Rauch; Jacques Heim; Lelong; Jacques Fath; Bruyere; Molyneux; Marcelle Dormoy; Rochas; Lanvin; Paquin; Patou; Fres; Balenciaga; Piquet; Schiaparelli.	PARIS CREATORS	PARIS, FRANCE
Now Showing- March 28 10:00 A.M.- 6:00 P.M.	EXHIBITION OF CANADIAN HANDICRAFT "Hands Across The Border", an exhibition of Canadian Handicraft, assembled by the Canadian Handicraft Guild (Ontario) and based on the thesis that the Arts afford a meeting ground for all. Exhibition under joint sponsorship of American Craftsmen's Educational Council, Inc. and the Canadian American Committee on International Relations (American Section). Open to public. Publicity: Aileen Webb or Frances Wright, PL. 3-0839.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL INC.	AMERICA HOUSE 485 MADISON AVE.
Now Going On- March 31	OPENING: SALON FOR WACS A new WAC Salon for the purpose of recruiting WAC Technicians. Showing of a movie "To The Ladies" and free tea and coffee served daily. The 15th guest each day will receive a gift. Open to public. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	THIRD FLOOR
Friday March 9 1:00 P.M. Luncheon	MILLINERY SHOWINGS DURING LUNCHEON The third millinery luncheon show as a part of National Retail Spring Market Week will feature creations by Lilly Daché, John Fredericks, and Sally Victor. Open to public. Press by invitation. For tickets, call Terry Levy, CH. 4-6547. Publicity: Mary Kelly, MU. 2-2603.	MILLINERY STABILIZA- TION COMMISSION, INC.	PIERRE HOTEL COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 9 3:00 P.M.	TRADITIONAL AMERICAN MEALS Simplified recipes for traditional American meals will be demonstrated, including Corned Beef and Cabbage, Boston Baked Beans, and Philadelphia Scrapple. Open to public. Publicity: Geraldine Glantz, TR. 5-5700.	THE NANN STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR
Friday March 9	"FIVE GENERATIONS OF FASHION" In celebration of Abraham & Straus' 80th anniversary, their employees will stage a musical comedy featuring "Five Generations of Fashion--1865 to 1945". Open to public. Tickets: \$.48 to \$1.80 - may be purchased at store or box office. Publicity: Lillian Case, Personnel Activities Manager, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	BROOKLYN ACADEMY OF MUSIC
Friday March 9- March 17	SCHOLASTIC EXHIBITION OF HIGH SCHOOL ART High School artists will have the opportunity of exhibiting their work. L. Bamberger & Co. will turn their own art galleries over to this display. Open to public. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	FIFTH FLOOR
Saturday March 10 10:30 A.M.	EASTER PARADE FASHION SHOW Namm's All Girls Club will present an Easter Fashion Show for teen-agers. Special guests: Pamela Gillespie and William Daniels, both in the cast of "Life With Father". Open to public. Publ.: Geraldine Glantz, TR. 5-5700.	THE NANN STORE BROOKLYN	AUDITORIUM FIFTH FLOOR
Saturday March 10 2:00 P.M.	SPRING FASHIONS AT BRIDGE LUNCHEON A comprehensive picture of Spring fashions will be presented during a bridge luncheon. For the benefit of the "Nursing Sisters For The Sixth Corps". Fashion show at 3:00 P.M. Publicity: Stella Doern, TR. 5-3100.	MARTIN'S BROOKLYN	COMMODORE HOTEL
Beginning Saturday March 10	EXHIBITION: KELLER'S SKETCHES FROM LIFE Studies depicting styles and fashion details as seen by the artist during his life (1867-1924) and including figures of the 17th and 18th centuries. This series of figure sketches by Arthur I. Keller will be exhibited in the Traphagen library 9:00 A.M. to 9:00 P.M. weekdays, Saturday until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

WEEK BEGINNING MONDAY, MARCH 12, 1945

Monday March 12- March 16	MID-SUMMER FASHION DISPLAY The new mid-summer collection by Caspar-Davis of California will be on display in Room 941-W at The Palmer House, Chicago. It will be at the Hotel McAlpin in New York from March 19 to March 24.	CASPAR-DAVIS OF CALIFORNIA	PALMER HOUSE CHICAGO
Monday March 12 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Eighteenth Century Swiss fashions will be featured, with morning beige and morning blue predominating. Also, the "Saturday Evening Post" hats which were on the cover of the March 10 issue of that magazine, showing the James Joel Workshop. Open to public. Press by invitation. Publicity: Irving Hoffman, PL. 3-8981. Fashion Show Director: Mary Alice Rice, PL. 3-4500.	JAMES JOEL INC. 749 MADISON AVE.	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 12 1:00 P.M. Luncheon	MILLINERY PROMENADE DURING LUNCHEON Special fashion show luncheon--"A Toast To New York and Paris", presenting millinery creations by former Parisian Milliner, Erik of Paris, designed for Maretta Feeley, Inc. Erik's sponsoring committee reads like Burke's Peerage and the Social Register combined. Tickets, \$5. Proceeds to American Red Cross. Press <u>strictly</u> by invitation. For tickets and reservations, contact: PL. 3-1740, Ext. 165 or 166. Plaza Publicity: Byrne Bauer, PL. 3-1740.	ERIK OF PARIS 6 EAST 53RD ST.	PLAZA HOTEL TERRACE ROOM
Monday March 12 1:00 P.M.	FASHION SHOW FOR JUNIORS AND MISSES This Specialty Corner at Gimbel's will present junior and misses' Spring fashions for day and evening wear, featuring new style trends and colors. Music by Eddie Condon and his boys from Nick's. Open to public. Publicity: Edith Jordan, PE. 6-5100.	GIMBEL BROS. BROADWAY & 33RD ST.	THIRD FLOOR
Week of March 12	GIRL SCOUT WEEK Thirty-third anniversary of the Girl Scout Organization, celebrated by over 1,000,000 girl scouts from March 12 to March 18. Theme this year is "World Friendship".	GIRL SCOUTS OF AMERICA	ALL OVER THE COUNTRY
Monday March 12- March 18	EXHIBITION: ANNUAL ANTIQUÉ SHOWING This annual showing of American, European, and Asiatic antiques valued at 10 million dollars will include rare furniture, paintings, ceramics, rugs, silver, etc. The show is under the direction of Seymour Halpern. Publicity: Irwin Frey, LE. 2-3488.	NATIONAL ANTIQUES SHOW	MADISON SQUARE GARDEN EXPOSITION HALL
Tuesday March 13 11:00 A.M.	TABLE SETTING CONTEST The American Association of University Women will have a Table Setting Contest at Bamberger's, followed by a luncheon and the presentation of prizes. Open to public. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	SEVENTH FLOOR CHINA DEPARTMENT
Tuesday March 13 1:00 P.M. Luncheon	CUSTOM-MADE ORIGINALS AT LUNCHEON SHOW Custom-made originals by Arundell Clarke--mostly British fabrics--in blouses, suits, coats, and slacks outfits. Open to public. Press by invitation. Publicity: Arundell Clarke, PL. 9-6698. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ARUNDELL CLARKE 1 EAST 54TH ST.	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 13 3:00 P.M.- 6:00 P.M.	PRESS PREVIEW: 119TH ANNUAL EXHIBITION Opening reception of the 119th Annual Exhibition of painting, sculpture, and graphic arts in the Galleries of the National Academy. Press by invitation only. Contact: AT. 9-8508.	NATIONAL ACADEMY OF DESIGN	1083 FIFTH AVENUE (AT 90TH STREET)
Wednesday March 14 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Custom-made and ready-to-wear Spring and Summer fashions will be shown during luncheon. Commentary: Mary Alice Rice. Open to public. Press by invitation. Publicity: Mrs. E. N. Potter, PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MME. ET LA JEUNE FILLE 30 EAST 54TH STREET	WALDORF ASTORIA HOTEL SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 14 4:30 P.M. Cocktails	SCENE-SHIFT ACCESSORY PARTY New accessories featuring jewelry, belts, scarfs, and blouses by Coro, Criterion, Glentex, and Glenwear in costume scene-shifting, staged during cocktails. Press by invitation. Publicity: Ann R. Silver Associates, MU. 2-8633.	CORO, CRITERION, GLENTEX, GLENWEAR	AMBASSADOR HOTEL GARDEN ROOM
Wednesday March 14- April 15	EXHIBITION: CHILDREN'S ART Paintings of everyday children from the ages of 6 to 11, expressing their everyday experiences. The work was done in the art classes of the Educational Program of the Museum. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
March 15	INCOME TAX DAY (Thursday)		
Thursday March 15 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING Speakers to be announced. Luncheon, \$1.65 including tip. Open to members and friends. Publicity: Mabel Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Thursday March 15 1:00 P.M. Luncheon	SPRING ORIGINALS AT LUNCHEON FASHION SHOW A collection of original Spring fashions at a luncheon fashion showing. Open to public. Press by invitation. Publicity: June Hollister, CI. 7-4300. Plaza Publicity: Byrne Bauer, PL. 3-1740.	JAY THORPE 24 WEST 57TH ST.	PLAZA HOTEL TERRACE ROOM
Thursday March 15	PRIVATE SHOWING OF HANS KNOLL ROOMS A series of Hans Knoll's elaborate new rooms. By invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S 59TH AT LEXINGTON AVE.	FIFTH FLOOR
Thursday March 15- March 17	SPRING FLOWER SHOW An exhibition of orchids, carnations, groups of cut plant material, rare plants, and flower arrangements. Admission to non-members of the Horticultural Society is 50¢, all proceeds to the Red Cross Fund. On Thursday, the exhibit will be open from 2:00 P.M. to 10:00 P.M.; on Friday, from 10:00 A.M. to 6:00 P.M.; and on Saturday, from 10:00 A.M. to 5:00 P.M. Publicity: Elizabeth Peterson, PL. 3-8651.	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE
Friday March 16 5:00 P.M. Cocktails	PRESS PREVIEW: SUMMER MILLINERY New Jeanne Tete millinery, featured by Bonwit Teller, will be shown to the invited press. Publicity: Nona James, CH. 4-7658. Plaza Publicity: Byrne Bauer, PL. 3-1740.	BONWIT TELLER & JEANNE TETE	PLAZA HOTEL PALM COURT LOUNGE
March 17	ST. PATRICK'S DAY (Saturday)		
Monday March 19 12:15 P.M.	LUNCHEON MEETING Charles Driscoll, writer of the syndicated column "New York Day By Day" will speak on the subject: "Good and Bad Publicity Techniques." <u>Note change of day of luncheon meeting--from Thursday to Monday.</u> For reservations, contact: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 19 1:00 P.M. Luncheon	SPRING CUSTOM-MADE FASHIONS AT LUNCHEON Spring and summer custom-made suits, coats, ensembles, and afternoon and evening fashions will be shown during luncheon. Open to public. Press by invitation. Publicity: Nona James, CH. 4-7658. Fashion Show Director: Mary Alice Rice, PL. 3-4500.	ALICE OROVAN 785 FIFTH AVE.	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 19	OPENING OF NEW QUARTERS For the convenience of their clients, Brooke Cadwallader will open a new office and showroom for their scarfs and fabrics in Suite 804 at 724 Fifth Avenue. Contact: CI. 7-3291.	BROOKE CADWALLADER	724 FIFTH AVENUE SUITE 804
March 20	FIRST DAY OF SPRING (Tuesday)		
Tuesday March 20 1:00 P.M. Luncheon	EASTER AND SUMMER MILLINERY AT LUNCHEON Laddie Northridge's millinery creations for Easter and Summer, to be shown during luncheon. Open to public. Press by invitation. Publicity: Laddie Northridge, PL. 3-8380. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE 1 WEST 57TH STREET	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 20 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Flattering fashions for Spring will be shown during luncheon. Open to public. Press by invitation. Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Byrne Bauer, PL. 3-1740.	STEIN & BLAINE 15 WEST 57TH ST.	PLAZA HOTEL TERRACE ROOM
Tuesday March 20 3:00 P.M. Tea	PREVIEW: EARLY SUMMER FASHIONS Late Spring and early Summer millinery, bags, and gloves, accompanied by beautiful fur pieces at an afternoon showing. By invitation only. Contact: Dorothy Gordon, EL. 5-9641.	DOROTHY GORDON	14 EAST 56TH STREET SALON
Tuesday March 20 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Custom-made dress, suit, and long and short evening gown collections for Carrie Munn's society following. Press by invitation. Contact: Carrie Munn, EL. 5-0017.	CARRIE MUNN	640 MADISON AVENUE SALON
Tuesday March 20 8:30 P.M. Wednesday March 21 3:00 P.M.	PRESS PREVIEW: "AMERICAN FABRICS AND FASHIONS" A series of 5 fashion showings, accompanied by an interrelated exhibition entitled "American Fashions and Fabrics", signaling the close collaboration between American fabrics and fashion designers. As the first non-commercial, large-scale creative fashion project of its type, it illustrates techniques and methods of interpreting museum source material for the creation of modern wearable designs. The showing, arranged by Lee Simonson, noted theatrical designer, will include dresses by leading fashion creators and new fabrics suggested by the Museum collection. The nine textile houses whose designs form the basic exhibition are: Bianchini Ferrier; Bourget; Brooke Cadwallader; Catoir; Ducharme; C. M. Gourdon; Hafner Associates; Onondaga; and Wesley Simpson. By invitation only. Repeat promenades are scheduled for the public and groups on April 3rd, 5th, and 7th at 3:00 P.M. The exhibition will remain open through May. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIFTH AVE. & 82ND ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 21 12:15 P.M. Luncheon	LUNCHEON MEETING: "THE COMING AIR AGE" "The Coming Air Age" will be discussed by Col. J. Carroll Cone, assistant vice president, Pan American World Airways System. He will stress the influence of international air travel on new markets and new resources. Open to members and guests. Price: \$1.65 (including tip). Contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP, INC.	BILTMORE HOTEL BALLROOM
Wednesday March 21 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Late Spring and early Summer fashions will be shown during luncheon. Open to public. Press by invitation. Publicity: Ruth Waltz, CI. 7-7200. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MILGRIM'S 6 WEST 57TH ST.	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday March 21 1:00 P.M. Luncheon	GALA PRE-EASTER FASHION PARADE A gala charity fashion show, sponsored by Bundles For America, Inc., under the auspices of Mrs. Eddie Rickenbacker, president. John-Frederics will glamorize the American girl, with a galaxy of stage and screen stars as models, in addition to a group of picked John Powers Cover Girls. There will be a raffle drawing and awarding of door prizes during luncheon. A group of returned servicemen have been invited as guests of honor. Tickets: \$5.25 (including tax). For reservations, contact: Bundles For America, Inc., 48 East 48th St., PL. 3-7213. Fashion show under supervision of Viola Shefer, PL. 3-2117.	BUNDLES FOR AMERICA (SPONSORS)	PIERRE HOTEL COTILLION ROOM
Wednesday March 21 2:00 P.M.- 6:00 P.M.	MONDRIAN EXHIBITION: DUTCH PAINTING Retrospective memorial exhibition for Mondrian, Dutch artist who was leading painter of the de Stijl group in Holland. Covering the period from 1903 until the painter's death in 1944, the exhibition of 60 to 70 oils and drawings will be directed by James Johnson Sweeney, and sponsored by the Netherland-America Foundation. Press by invitation only. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday March 22 8:30 A.M.- 9:00 A.M.	INTERVIEW: "COOK TO YOUR TASTE" Ann William Heller will discuss her new book, "Cook To Your Taste" in an interview with Nancy Craig. Publicity: Muriel Cahill, CI. 7-5700.	NANCY CRAIG PROGRAM "WOMAN OF TOMORROW"	STATION WJZ 770 ON THE DIAL
Thursday March 22, March 23 10:00 A.M.- 2:00 P.M.	ANNUAL FUR FASHION PROMENADE High-style and popular-priced furs will be shown at this famous fur designer's annual fashion promenade. Open to fur buyers, manufacturers, fur trade and press. For further information, contact: Sam Hersch, PE. 6-7426.	SOL VOGEL (FUR DESIGNER) 330 SEVENTH AVENUE	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST ST.
Thursday March 22 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW A luncheon showing of summer clothes including prints, plain and figured sheers, light wools, pastel colors and navy. Open to public. Press by invitation. Publicity: Margaret Wheelock, PL. 3-1436. Plaza Publicity: Byrne Bauer, PL. 3-1740.	FARQUHARSON & WHELOCK 23 WEST 57TH STREET	PLAZA HOTEL TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 22 1:00 P.M. Luncheon	SUMMER CLOTHES AT LUNCHEON SHOW Summer cottons and sport clothes will be shown during luncheon. For the benefit of Naval Federation. Open to public. Press by invitation. Publicity: Gerry Morgan, CA. 5-2300.	ARNOLD CONSTABLE & CO. 5TH AVE. AT 40TH ST.	ASTOR HOTEL BALLROOM
Cancelled March 23	THE NICOLE DE PARIS LUNCHEON FASHION SHOW OF CUSTOM-MADE CLOTHES HAS BEEN CANCELLED.		
Friday March 23 7:00 P.M.	AULD LANG SYNE; DINNER AND DANCE Proceeds from Auld Lang Syne Party to be used for War Activities Fund of Advertising Women of New York, Inc. Music by Jeno Bartal's Orchestra; table gifts and souvenirs. Admission: \$10.00 per person. Reservations must be made by March 10. Contact: Elsie E. Wilson, Advertising Women of New York, 47 West 34th St., WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK, INC.	BILTMORE HOTEL BALLROOM
Beginning Monday March 26 11:00 A.M.- 2:30 P.M.	VICTORY GARDEN INFORMATION BOOTH An information booth where victory garden problems may be presented. Open from 11:00 A.M. to 2:30 P.M. daily for about 6 weeks under the auspices of the Victory Garden Council. Open to public. Publ.: Janet Stevenson, TR. 5-7200	ABRAHAM & STRAUS BROOKLYN GARDEN CLUBS	HOME FURNISHINGS FIFTH FLOOR
Monday March 26 1:00 P.M. Luncheon	MILLINERY FOR SPRING & SUMMER New millinery for Spring and Summer by Rose Sapphire, featuring fabulous flowered hats; salad and rose creations; starched white nets with pastel flowers; and others. Bags and gloves to match. Open to public. Press by invitation. Contact: Rose Sapphire, EL. 5-9087. Fashion Show Director: Mary Alice Rice, PL. 3-4500.	ROSE SAPPHIRE 501 MADISON AVE.	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday March 27 1:00 P.M. Luncheon	SPRING AND SUMMER FASHION SHOW Sports clothes and dressy fashions for Spring and Summer will be shown during luncheon. Open to public. Press by invitation. Publicity: Nona James, CH. 4-7658. Plaza Publicity: Byrne Bauer, PL. 3-1740.	ALICE OROVAN 785 FIFTH AVE.	PLAZA HOTEL TERRACE ROOM
Wednesday March 28 1:00 P.M. Luncheon	HATS FOR SPRING AND SUMMER Spring and Summer millinery will be shown during luncheon. Open to public. Press by invitation. Publicity: Anita Andra, PL. 8-1809. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA 558 MADISON AVE.	WALDORF ASTORIA HOTEL SERT ROOM
Thursday March 29 10:30 A.M.	PRESS PREVIEW: SPRING AND SUMMER ORIGINALS Zoe de Salle will show 12 of her dramatic Spring and Summer custom-made originals. By invitation only. Contact: Zoe De Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET SALON
March 29	JEWISH PASSOVER FESTIVAL (March 29-April 5).		
March 30	GOOD FRIDAY.		
April 1	EASTER SUNDAY.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 2- April 30	UNITED NATIONAL CLOTHING COLLECTION "That Can You Spare That They Can Wear?" is the slogan for a Nation-wide advertising campaign in support of the United National Clothing Collection for 150,000,000 pounds of serviceable used clothing for distribution overseas. Conducted by the United Nations Relief and Rehabilitation Administration in combination with the War Advertising Council, the opening of the campaign will feature a message from Henry J. Kaiser, Chairman of the collection. Gordon E. Cole, advertising director; Can Manufacturers Institute, is campaign manager; Benton and Bowles, Inc., volunteer agency; and Douglas Meldrum, council staff manager.	U.N.R.R.A AND WAR ADVERTISING COUNCIL	ALL OVER THE COUNTRY
Wednesday April 4 1:00 P.M. Luncheon	MILLINERY REVUE AT LUNCHEON SHOW New large straw hats for garden parties; flowered millinery; beach hats; high crowns with shallow brims; and bonnets will be shown at this luncheon millinery fashion show. Open to public. Press by invitation. Publicity: Mary Alice Rice, PL. 3-4500. Waldorf Publ.: Ted Saucier, EL. 5-3000.	MINTY MILLINERY 14 EAST 56TH ST.	WALDORF ASTORIA HOTEL SERT ROOM
Friday April 6 4:00 P.M.- 8:00 P.M.	"FASHION AND FUN" SHOW Formerly called the "You Bring It, We Style It" Fashion Show, this novel presentation has grown in scope and will include costumes and hats by leading designers in addition to clothes contributed by society women from their wardrobes. Fashions will be modeled by celebrities of stage and screen, and also by young matrons and debutantes of this season and former years. The following dress designers are cooperating: Hansen Bang, Rose Barrack, Anthony Blotta, Bruno-Spectator Sports, Carmel, Jo Copeland, Fox-Brownie, Louise Barnes Gallagher, Joseph Halpert, Samuel Kass, Tina Leser, Philip Mangone, Claire McCardell, Clare Potter, Ren-Eta Gowns, Ben Reig, Maurice Rentner, Nettie Rosenstein, Adele Simpson, Troy Stix, Trigere, Joset Walker, Joseph Whitehead and Zuckerman & Kraus. Among millinery designers who will donate original creations are Lilly Dache, Robert Dudley, John Frederics, Mary Goodfellow, Mme. Pauline, Marion Valle, and Sally Victor. The following N. Y. stores will cooperate: B. Altman; Henri Bendel; Bergdorf Goodman; Bonwit Teller; Hattie Carnegie; Lord & Taylor; Saks Fifth Avenue; and Jay Thorpe. Proceeds from the benefit will be used to purchase recreational material for men and women in the Armed Forces. Tickets, \$2.00. Publicity: Helen Havener, CH. 3-3623 or CH. 3-3671.	CITIZENS COMMITTEE FOR ARMY AND NAVY	PLAZA HOTEL GRAND BALLROOM
Monday April 9 1:00 Luncheon	INTRODUCTION: NEW MAKE-UP AT LUNCHEON A new Du Barry make-up will be introduced at this luncheon show. Fashions by B. Altman & Co. More details later. Open to public. Press by invitation. Hudnut Publicity: Leonore Buehler, WA. 9-2300. B. Altman Publicity: Maggie Bradley. Fashion Show Director: Mary Alice Rice, PL. 3-4500.	RICHARD HUDNUT	ST. REGIS HOTEL IRIDIUM ROOM
Late In April	NEW PUBLIC RELATIONS DIRECTORY & YEARBOOK The first public relations directory of its kind ever issued, listing names and addresses of over 5,000 public relations and publicity directors; professional and trade organizations; business firms with public relations departments or counsel, etc. A Calendar of Events to prevent conflict in timing campaigns. Subscription: \$15.--includes six line listing. Contact: Uriel Davis, CI; 7-6161.	PUBLISHED BY URIEL DAVIS	119 WEST 57TH STREET NEW YORK CITY 19

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Friday
March 9 PREMIERE: "NOTHING BUT TROUBLE" (Movie) RIALTO THEATRE, 1481 BROADWAY
An MGM comedy, featuring Laurel and Hardy, with Mary Boland and Philip Merivale. Costumes by Irene. Directed by Sam Taylor. Publicity: Herbert Crooker, BR. 9-7800.
- Saturday
March 10 PREMIERE: "KEEP YOUR POWDER DRY" (Movie) LOEW'S CRITERION, B'WAY & 47TH ST.
An MGM picture about the WACS, starring Lana Turner, Laraine Day and Susan Peters. Directed by Edward Buzzell. Produced by George Haight. Costumes by Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Sunday
March 11
8:00 P.M. ANNUAL OPERATIC BENEFIT: "AIDA", METROPOLITAN OPERA HOUSE, 1425 BROADWAY
Special performance: "Aida" with Milanov, Castagna, Baum, Warren, Cordon, for benefit of Free Milk Fund for Babies, Inc. For tickets, contact: Tyson's & Sullivan's, 1531 Broadway (no service charge)....BR. 9-9000.
- Monday
March 12 OPENING: "IT'S A GIFT" PLAYHOUSE, 137 WEST 48TH STREET
New Curt Goetz - Dorian Otvos comedy, featuring Curt Goetz, Valerie Van Martens, Whitford Kane, Michael Strong, and others. Settings by Sam Leve. Costumes by Rose Bogdanoff. Publicity: Harry Davies, BR. 9-9074.
- Monday
March 12 LECTURE: GUTHRIE McCLINTIC TOWN HALL, 123 WEST 43RD STREET
"The Theatre Today" will be discussed by Guthrie McClintic, one of Broadway's best known theatrical producers who has recently returned from an overseas tour with his wife, Katharine Cornell. Contact: Town Hall, BR. 9-9447.
- Tuesday
March 13 OPENING: "FOOLISH NOTION", MARTIN BECK THEATRE, 45TH ST., WEST OF 8TH AVE.
Theatre Guild's newest comedy, with Tallulah Bankhead in the starring role. This Philip Barry play, directed by John C. Wilson, features Henry Hull, Donald Cook, Aubrey Mather, and Maria Manton (19 year-old daughter of Marlene Dietrich, in her stage debut). Production designed by Jo Mielziner. Costumes by Mainbocher. Publicity: Richard Maney, WI. 7-6939.
- Wednesday
March 14 PREMIERE: "THUNDERHEAD, SON OF FLICKA" (Movie) VICTORIA THEATRE, B'WAY AT 46
Sequel to that great production "My Friend Flicka", this 20th Century-Fox technicolor picture is from the book by Mary O'Hara. Starring Roddy McDowall (the unforgettable boy featured in "My Friend Flicka"), Preston Foster, and Rita Johnson. Directed by Louis King. Technicolor director: Natalie Kalms. Costumes by Yvonne Wood. Publicity: Jeannette Sawyer, CI. 6-0950.
- Wednesday
March 14 OPENING: "DARK OF THE MOON" 48TH ST. THEATRE, 157 WEST 48TH STREET
A legend with music of the Great Smoky Mountains, by Howard Richardson and William Berney, produced by Lee and J. J. Shubert. Starring Carol Stone and Richard Hart, this folk fantasy won the Maxwell Anderson award for the year's best poetic play. Directed by Robert E. Perry. Settings by George Jenkins. Choreography by Esther Junger. Costumes by Ernest Schrapps. Publicity: Claude Greneker, CI. 6-9500.
- Thursday
March 15 OPENING: "HAPPILY EVER AFTER" BILTMORE THEATRE, WEST 47TH STREET
A new comedy presented by Bernard Klawans and Victor Payne-Jennings, starring Gene Lockhart, with Parker Fennelly, Kathleen Lockhart, Warren Douglas, and others. Publicity: Karl Bernstein, CI. 6-0427.